

Please fill out only one survey per “attending party.” An attending party is defined as a group of friends or family who are attending this event together.

Attending Party Information and Spending

1. How far do you live from this facility (number of miles one way)? \_\_\_\_\_

2. If you live in the U.S., what is your home zip code? \_\_\_\_\_

3. If you live outside the U.S., please tell us your country of residence. \_\_\_\_\_

4. Based on the definition given above, how many are in your attending party? \_\_\_\_\_

5. Are any members of your attending party currently away from their home for one or more nights?

☐ Yes (If yes, how many?) \_\_\_\_\_

☐ No

6. We would like to find out about your attending party’s expenditures related to this event. What is the total estimated amount you and everyone in your attending party has spent or will spend while attending this event or in preparing for coming here? If your attending party did not spend anything in a particular category, please write “0”. Please remember these figures should be a total estimate for you and everyone in your attending party.

a. Tickets or admission to this event \$ \_\_\_\_\_

b. Refreshments while at this event \$ \_\_\_\_\_

c. Souvenirs, books, or art objects purchased \$ \_\_\_\_\_

d. Food and drink either before or after this event \$ \_\_\_\_\_

e. Transportation to this event from the place where your party is spending the night. Include gas, tolls, parking, taxi/limo, and bus/subway (exclude air fares or vehicle rental) \$ \_\_\_\_\_

f. Child-care related to attending this event \$ \_\_\_\_\_

g. Clothing or accessories in anticipation of this event \$ \_\_\_\_\_

h. Other (please describe) \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

Respondent Arts Participation		
7. For yourself, not necessarily your attending party, if you were not attending this event today, which do you think you would have been most likely to do instead? (Please choose one)		
	In California	Out of State
Would not have done anything else today	<input type="radio"/>	<input type="radio"/>
Symphony, opera, or chamber music	<input type="radio"/>	<input type="radio"/>
Other music performance	<input type="radio"/>	<input type="radio"/>
Ballet or other dance performance	<input type="radio"/>	<input type="radio"/>
Theatre or musical theater production	<input type="radio"/>	<input type="radio"/>
Visual art museum or gallery	<input type="radio"/>	<input type="radio"/>
Sports event	<input type="radio"/>	<input type="radio"/>
Attend movie or video rental at home	<input type="radio"/>	<input type="radio"/>
Dine out	<input type="radio"/>	<input type="radio"/>
Watch television or read at home	<input type="radio"/>	<input type="radio"/>
Other (please describe)		
_____	<input type="radio"/>	<input type="radio"/>

8. How much money did you donate to nonprofit arts organizations in the last year?

☐ \$0

☐ \$1 to \$49

☐ \$50 to \$99

☐ \$100 to \$199

☐ \$200 to \$499

☐ \$500 to \$999

☐ \$1,000 to \$1,999

☐ \$2,000 to \$4,999

☐ \$5,000 or more

9. How much do the arts contribute to particular aspects of life in California? Use a scale of 1 to 10, with 10 indicating the arts contribute **strongly** to a specific aspect, and 1 indicating that the arts do **not** contribute at all.

\_\_\_\_\_ individual health and enrichment

\_\_\_\_\_ individual recreation and entertainment

\_\_\_\_\_ academic performance of children

\_\_\_\_\_ future success of children

\_\_\_\_\_ quality of life in the community

\_\_\_\_\_ cultural communication and understanding

\_\_\_\_\_ source of jobs in the community

\_\_\_\_\_ civic pride in the community

\_\_\_\_\_ growth of tourism

\_\_\_\_\_ development of specific industries

\_\_\_\_\_ social integration of new immigrants

\_\_\_\_\_ cultural equity

Respondent Demographics

10. What is your gender?

☐ Male ☐ Female

11. What is your ethnic background?

☐ African-American

☐ Latino

☐ Asian or Pacific Islanders

☐ Caucasian/White

☐ American Indian

☐ Other (please describe)

12. What is the highest level of schooling you have completed?

☐ Grade school or less

☐ Some high school

☐ High school graduate

☐ Technical school graduate

☐ Some college

☐ College graduate

☐ Some graduate school

☐ Completed graduate school

13. What is your total annual household income?

☐ Under \$10,000

☐ \$10,000 - \$19,999

☐ \$20,000 - \$29,999

☐ \$30,000-\$39,999

☐ \$40,000-\$49,999

☐ \$50,000-\$74,999

☐ \$75,000-\$99,999

☐ \$100,000-\$199,999

☐ \$200,000 & over

14. In attending this event, are you away from your home for one or more nights?

☐ Yes – If you are away from your residence for one or more nights, complete Questions 15-25.

☐ No – If you are **not** away from your residence, skip the remaining questions and thank you for participating.

REMINDER *Questions 15 through 25 are only for respondents who are away from their home for one or more nights.*

15. What are the total expenditures of your attending party for your entire trip? This total can include expenditures mentioned in question 6 as well as other expenditures not covered by that question. If your attending party did not spend anything in a particular category, please write “0”. Please remember these figures should be a total estimate for you and everyone in your attending party.

a. Tickets or admission at all events \$ \_\_\_\_\_

b. Refreshments at all events \$ \_\_\_\_\_

c. Souvenirs, books, or art objects purchased \$ \_\_\_\_\_

d. Food and drink \$ \_\_\_\_\_

e. Transportation. Include train, auto, and air travel and rental vehicles as well as gas, tolls, parking, taxi/limo, and bus/subway \$ \_\_\_\_\_

f. Lodging \$ \_\_\_\_\_

g. Child-care related to trip \$ \_\_\_\_\_

h. Clothing, accessories, or other retail \$ \_\_\_\_\_

i. Other (please describe)

\_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

16. How important is each of the following in your decision to visit this area?

	Main Reason	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
To attend this event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasure, recreation, vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit relatives or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convention/Meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attend another arts event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attend another special event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal reasons (health, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. If you do not live in California, was attending this event your main reason for coming to California?

☐ Yes ☐ No

☐ Not Applicable, I live in California

18. On this trip, how many nights do you plan to be in this area? # \_\_\_\_\_

19. How many nights do you plan to be elsewhere in California, on this trip? # \_\_\_\_\_

20. Total number of nights away from home? # \_\_\_\_\_

21. Where are you staying during your visit to this area?

☐ Hotel, motel or bed & breakfast

☐ Rental home, apartment or condo

☐ Private or public campground

☐ At the home of friends or relatives

☐ Other (please describe)

22. How much is your “attending party” spending per night for accommodations in this area? Please remember this figure should include the total amount spent each night by you and everyone in your attending part (everyone included in your answer to question 4).

\$ \_\_\_\_\_

23. What means of transportation did you and/or your attending party use to travel to this area? Please check all that apply (Car to train, plane to rental car, etc).

☐ Private vehicle

☐ Plane

☐ Rental vehicle

☐ Train

☐ Bus

☐ Other (please describe)

24. If you and your "attending party" traveled to this area via rental vehicle, how much was spent in total for rental vehicles by you and your attending party?

☐ Under \$50

☐ \$50 - \$99

☐ \$100 - \$149

☐ \$150 - \$199

☐ \$ 200- \$249

☐ \$ 250- \$349

☐ \$ \$350 & over

25. If you and your “attending party” traveled to this area via plane, train, or bus, how much was spent in total for fares by you and your attending party?

☐ Under \$300

☐ \$300 - \$599

☐ \$600 - \$899

☐ \$900- \$1,199

☐ \$1,200- \$1,499

☐ \$1,500-\$1,799

☐ \$1,800-\$2,099

☐ \$2,100-\$2,499

☐ \$2,500 and over

Thank you for your participation.

Survey of Arts Event Attendees



Your answers to this questionnaire will be an important part of a study of the economic impact of the arts in California. We appreciate your taking the time to complete the form. Your answers will be completely confidential and anonymous.